



WELCOME TO WATFORD

THE ORIGINAL FAMILY CLUB





Intro

Welcome to Watford! Thank you for your interest in starting a supporter's group. As the Hornets family continues to grow, we are elated to welcome old fans and new to our supporter family network, across the world.



Summary

Supporters groups are a fantastic way to stay connected with the Club, no matter how far you are from Vicarage Road! From pub meet ups, group texts, new friends, and exclusive club deals, there are many benefits to having a group.



How to get started

First, you will need to create social media accounts specific to your country, city or area on the platforms of your choice. Our team of graphic designers will make one of a kind Watford FC graphics personalised for you to use as headers and avatars.

Once completed, we will add your group to our supporters' pages on the club website. Visit the link below for examples of our established groups. To better help expand your reach, we will also promote your channels on our own official accounts.

watfordfc.com/supporters/international-supporters



Benefits

Enjoy exclusive information on Club news, retail sales, and content provided from the Club. You will also have a direct line of contact to the Club that you can email at any time to answer any questions you might have.

Testimony

When we started the group in New York the first thing that we found was our home away from the Vic in New York, there was a football bar in the city and we spoke with the bartender about televising the Watford games. If there is a spot which can televise the football in your city/town I would suggest reaching out to them so that you're able to promote a location to watch the games.

Start a Twitter and Facebook page add all of the information for your supporter's club and pin it to the top of the page, then just be patient in New York it was a good 9 months of watching games solo before another Watford fan walked in. Once you've started to find a couple I recommend starting a whatsapp group and adding everyone in there, it makes it easier to chat about the games and meet up.

I would also suggest to drive to certain 'big'



games, you'll find the turnout is far better for a top of the league/FA Cup/playoff rather than a mid-week fixture so promote heavier for those games.

Again, I hope the above helps a little bit, am not the best with social media so am certain other supporters groups have far better traction there but the above is really how the NY Hornets operate.

- Felix **HEAD OF THE NYC HORNETS**



Terms & Conditions

As the Watford Football Club (the "Club")'s Supporters' Club (the "Supporters' Club") Representative for you agree that you shall:

- Not use the Club logo in any manner that has not been pre-approved by the Club in writing;
- Not upload any Club related content on Supporters' Club/Club related social media (or otherwise publish any content) that in any way promotes the goods and/or services of a third party, save as expressly instructed by the Club;
- Promptly remove any content from any Supporters' Club platform (or related platform) following a request from the Club;
- Not do any act or thing that might be detrimental to the name or reputation of the Club and/or Supporters' Club;
- Comply with all applicable laws and regulations and all rules, policies, procedures and guidelines of both the Club and any relevant social media platforms.
- Be accurate in all material respects and not generate, promote or publish any material that is offensive, obscene, blasphemous, defamatory, unlawful, or pornographic or that encourages behaviour that promotes disparaging views or behaviour relating to an individual's or group's colour, race, ethnic or national origin, sex, sexual orientation, marital status, religion, age, or disability, or that could otherwise bring the Club into disrepute
- Not infringe the rights (including, without limitation, the intellectual property rights) of any third party; and
- Comply with any territorial restrictions notified by the Club from time to time.